

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS**

Claim 1 (Original): A process of integrating information stored in at least two disparate databases, the stored information including consumer transactional information, the process comprising the steps of:

identifying at least one qualitative variable which is common to each database;

transforming the at least one qualitative variable into one or more quantitative variables;

converting, into converted information, the consumer transactional information in each of the databases in terms of the one or more quantitative variables; and

forming an integrated database for predicting consumer behavior by combining, from the disparate databases, the converted information.

Claim 2 (Original): The process of claim 1, further comprising the steps of:

selecting at least one discriminating subset of the at least one quantitative variable to create statistical drivers; and

creating clusters by assigning each consumer in the integrated database to at least one of the subsets.

**Claim 3 (Original):** The process of claim 2, further comprising the steps of:  
converting at least one discriminating subset into at least one supercluster; and  
assigning each subset and the consumers identified therein to one of the at least  
one super clusters.

**Claim 4 (Original):** The process of claim 3, wherein the at least one qualitative variable  
is a merchant and the one or more quantitative variable comprises one or more of the  
following:

mean number of transactions per person for the merchant,  
mean amount per transaction for the merchant,  
mean household income of shoppers shopping at the merchant, and  
mean proportion of the shoppers for a particular area of the merchant.

**Claim 5 (Original):** The process of claim 4, further comprising the step of:  
prior to forming the integrated database, weighting the one or more disparate  
databases to adjust for the differences in size and in time encompassed.

**Claim 6 (Original):** The process of claim 4, wherein the selecting step comprises  
identifying industries which have discriminate shoppers and grouping selected merchants  
into the at least one discriminating subset.

Claim 7 (Original): The process of claim 1, wherein the consumer transactional information has instances of purchasing behavior by consumers for predicting the consumer behavior.

Claim 8 (Original): The process of claim 1, wherein at least one of the disparate databases includes joint account information for at least two consumers, and further comprising the step of:

determining a consumer of the at least two consumers who generated at least a portion of the consumer transactional information.

Claim 9 (Original): A system for integrating information stored in at least two disparate databases, the stored information including consumer transactional information, the system comprising:

an integrating arrangement which:

identifies at least one qualitative variable that is common to each database, transforms the at least one qualitative variable into one or more quantitative variables,

converts, into converted information, the consumer transactional information in each of the databases in terms of the one or more quantitative variables, and

forms an integrated database for predicting consumer behavior by combining, from the disparate databases, the converted information.

Claim 10 (Original): The system of claim 9, wherein the integrating arrangement selects at least one discriminating subset of the at least one quantitative variable to create statistical drivers, and creates clusters by assigning each consumer in the integrated database to at least one of the subsets.

Claim 11 (Original): The system of claim 10, wherein the integrating arrangement converts at least one discriminating subset into at least one supercluster, and assigns each subset and the consumers identified therein to one of the at least one super clusters.

Claim 12 (Original): The system of claim 11, wherein the at least one qualitative variable is a merchant and the one or more quantitative variable comprises one or more of the following:

mean number of transactions per person for the merchant,  
mean amount per transaction for the merchant,  
mean household income of shoppers shopping at the merchant, and  
mean proportion of the shoppers for a particular area of the merchant.

Claim 13 (Original): The system of claim 12, wherein the integrating arrangement weighs the one or more disparate databases to adjust for the differences in size and in time encompassed prior to the formation of the integrated database.

**Claim 14 (Original):** The system of claim 12, wherein the integrating arrangement selects the at least one discriminating subset by identifying industries which have discriminate shoppers and grouping selected merchants into the at least one discriminating subset.

**Claim 15 (Original):** The system of claim 9, wherein the consumer transactional information has instances of purchasing behavior by consumers for predicting the consumer behavior.

**Claim 16 (Original):** The system of claim 9, wherein at least one of said disparate databases includes joint account information for at least two consumers, and wherein the integrating database determines a consumer of the at least two consumers who generated at least a portion of the consumer transactional information.